

BEFORE THE
POSTAL REGULATORY COMMISSION
WASHINGTON, D.C. 20268-0001

REQUEST TO ADD
PRIVATE ADDRESS FORWARDING
TO THE MARKET DOMINANT PRODUCT LIST

Docket No. MC2013-60

**NOTICE OF ERRATUM TO REPLY OF THE UNITED STATES POSTAL SERVICE
TO PETITIONER'S PLEADINGS DATED DECEMBER 20, 23 AND 26 [ERRATA]**
(January 10, 2014)

The United States Postal Service hereby gives notice of its discovery today that it inadvertently failed to append the attachment referenced in footnote 17 at page 17 of its January 6, 2014 Reply to Petitioner's Pleadings Dated December 20, 23 and 26. That attachment is appended to this notice.

Respectfully submitted,

UNITED STATES POSTAL SERVICE

By its attorneys:

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Mail My Way

Patent Synopsis

May 15, 2013

“Mail My Way” is a mail delivery service that facilitates the customization and directing of both hard copy and electronic media mail between receivers and senders based on their mailing preferences.

Situation

- Mail receivers do not have an easy methodology for establishing mail receipt preferences (e.g. physical vs. electronic mail delivery, undesired mailing categories they don't want to receive, etc.) without having their physical or postal mailing address identified
- Receivers have limited capability to proactively identify and/or eliminate what they determine to be spam, phishing or other undesired or malevolent correspondence

Complication

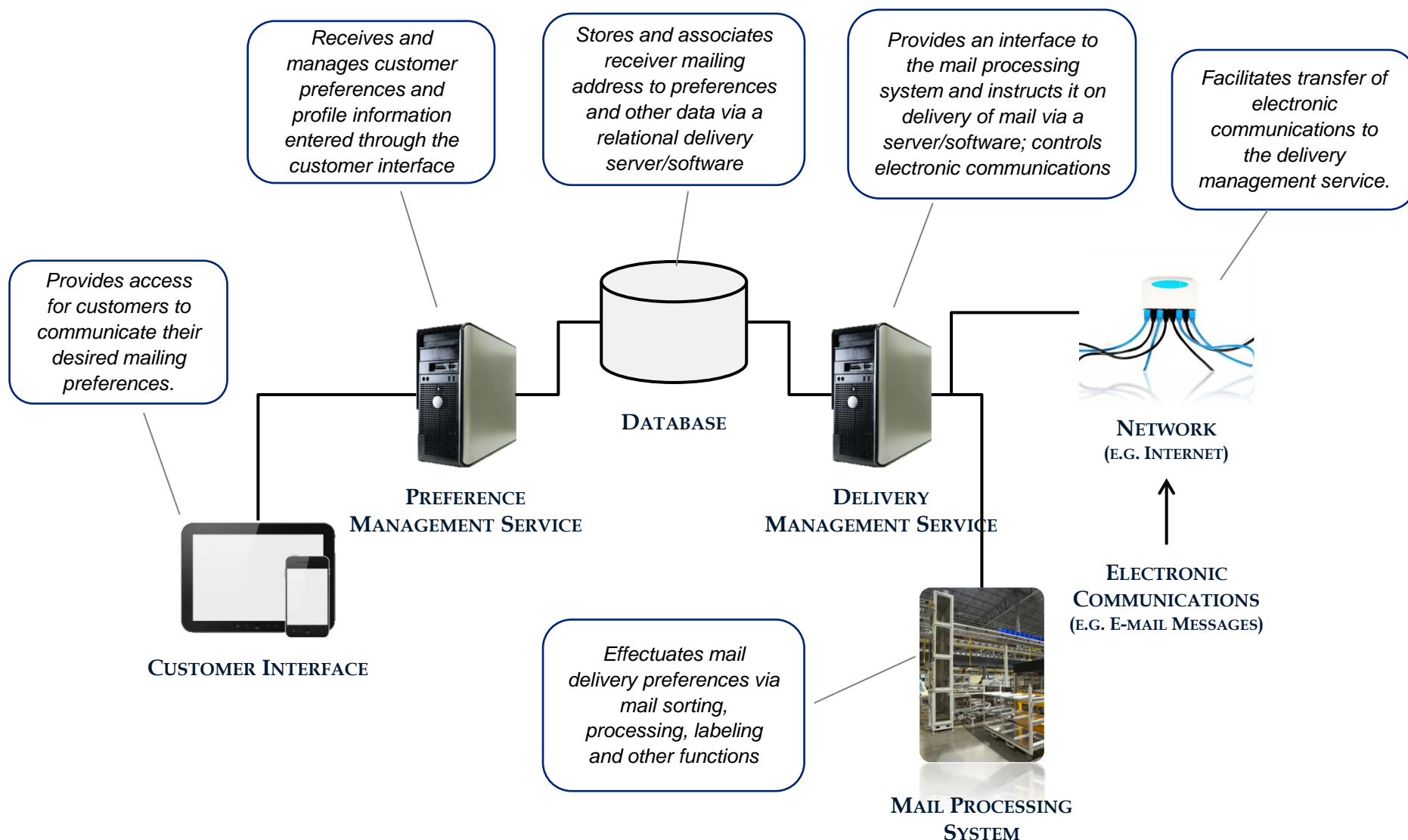
- Existing solutions are ad hoc and do not allow receivers to indicate preferences across a broad reach of categories
- Current repositories (e.g. from the Direct Mail Marketing Association) of delivery preferences are voluntary and can lead to frustration for receivers who receive unwanted communications from non-participating senders

Solution

A service that...

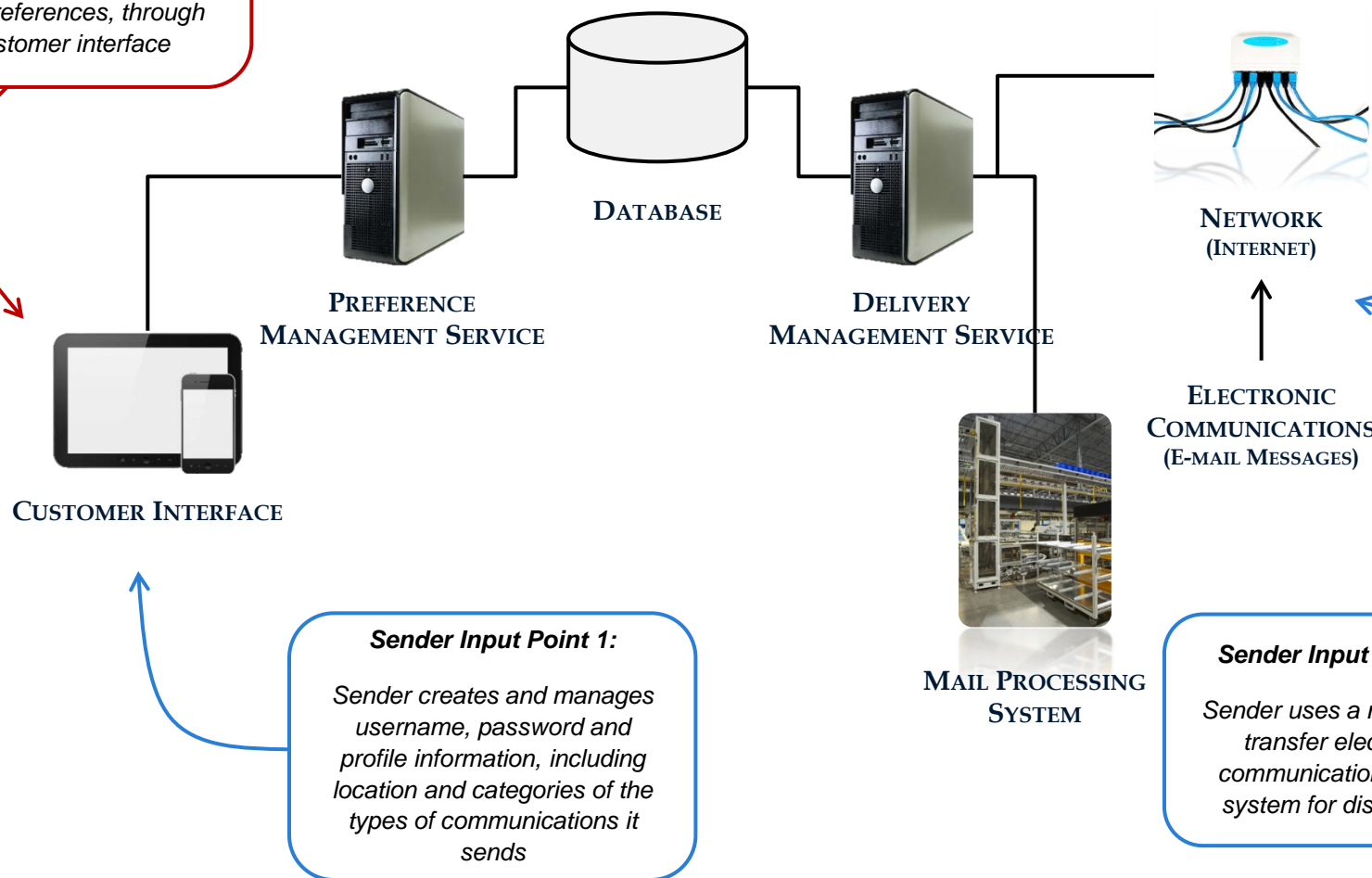
- Improves receivers' control over delivery of physical and electronic mail by allowing them to communicate their preferences to receive specific types of mail by specific categories, characteristics, classes, or other features
- Addresses the customization and directing of both physical and electronic mail between receivers and senders while maintaining receiver privacy
- Provides receivers a designation/identification option to ensure that mail they are receiving meets the criteria they designate
- Enables a trusted party (e.g. USPS) to manage and/or direct the delivery or presentation of “customer-directed” communications

Patented System Overview



Receiver Input Point:

Receiver creates and manages username, password and profile information, including mailing preferences, through the customer interface

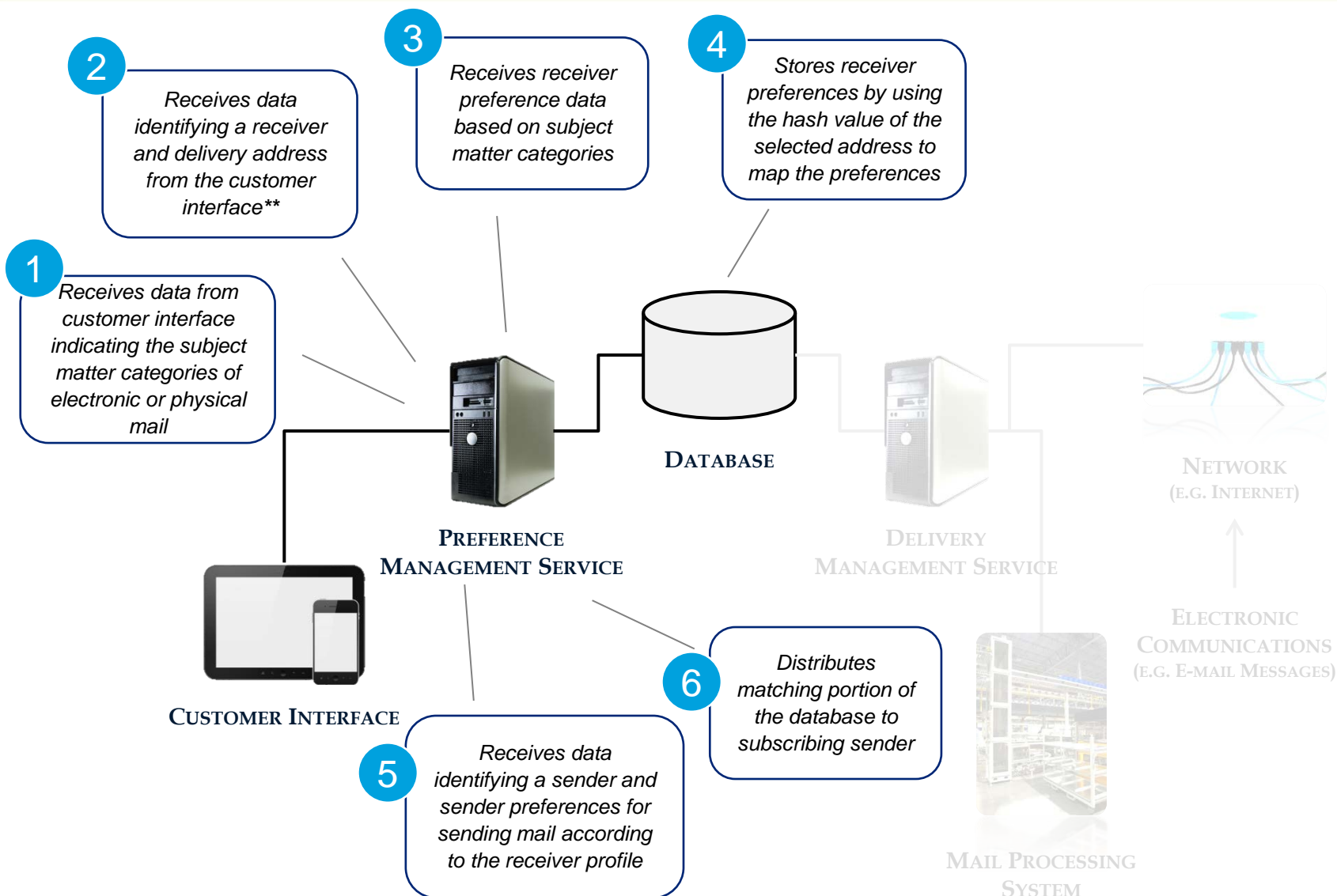
**Sender Input Point 1:**

Sender creates and manages username, password and profile information, including location and categories of the types of communications it sends

Sender Input Point 2:

Sender uses a network to transfer electronic communications to the system for distribution

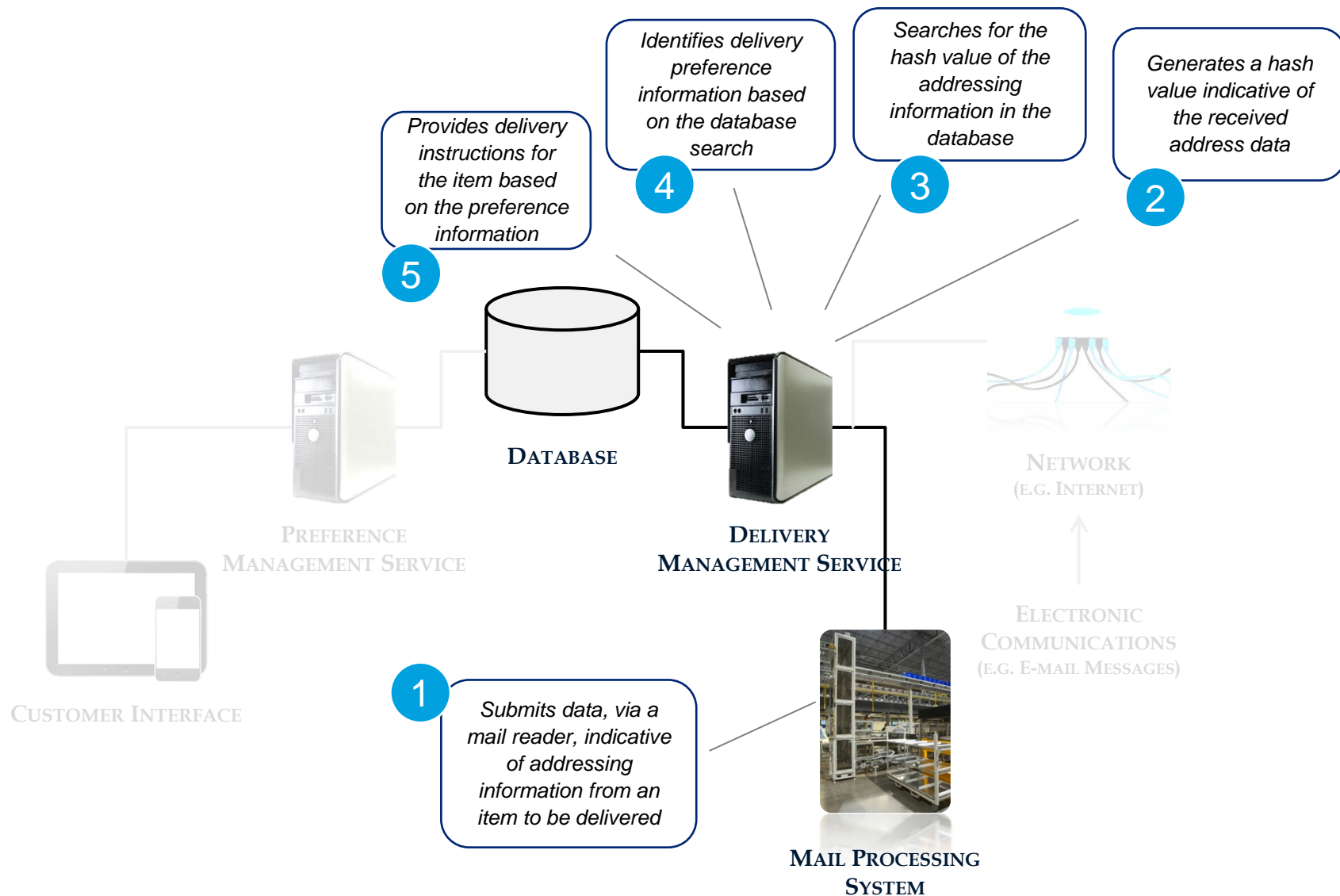
Use Case #1: Establishing Receiver Delivery Preferences in the Database



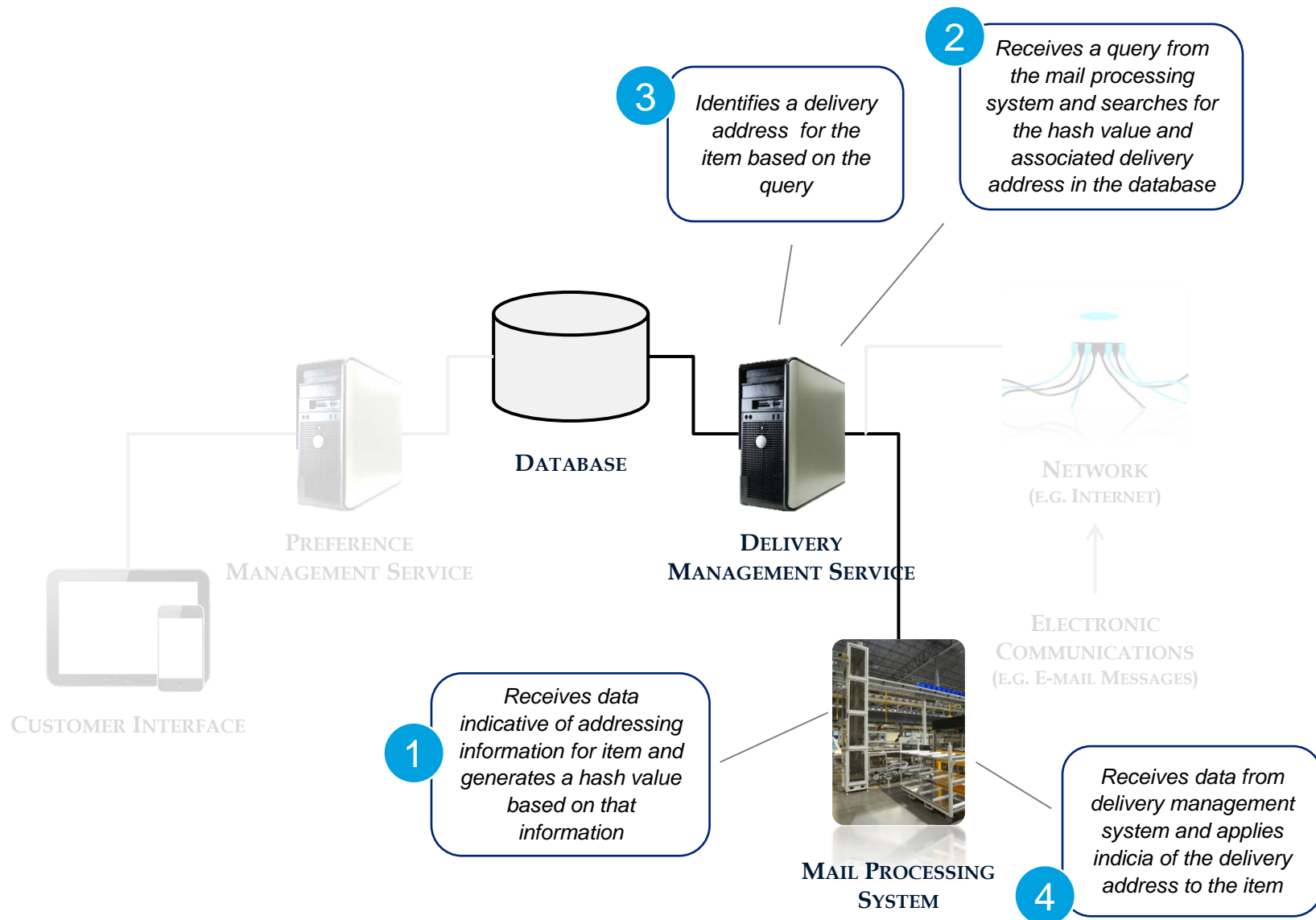
** The preference management system can be configured to validate receiver credentials (e.g. IDP)

Source: mailmyway.pdf. 2011

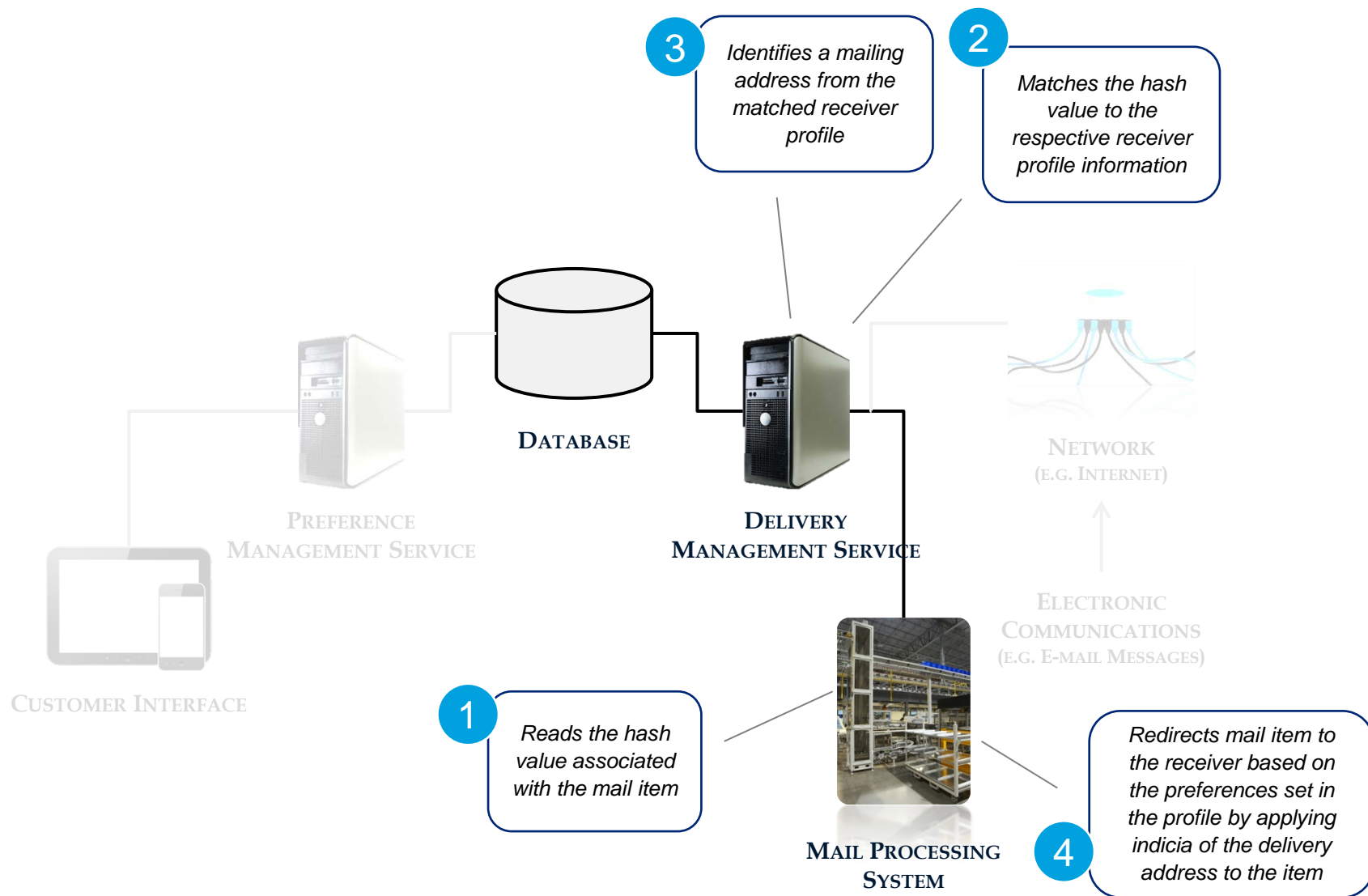
Use Case #2: Delivering an Item Based on Receiver Preferences in the Database



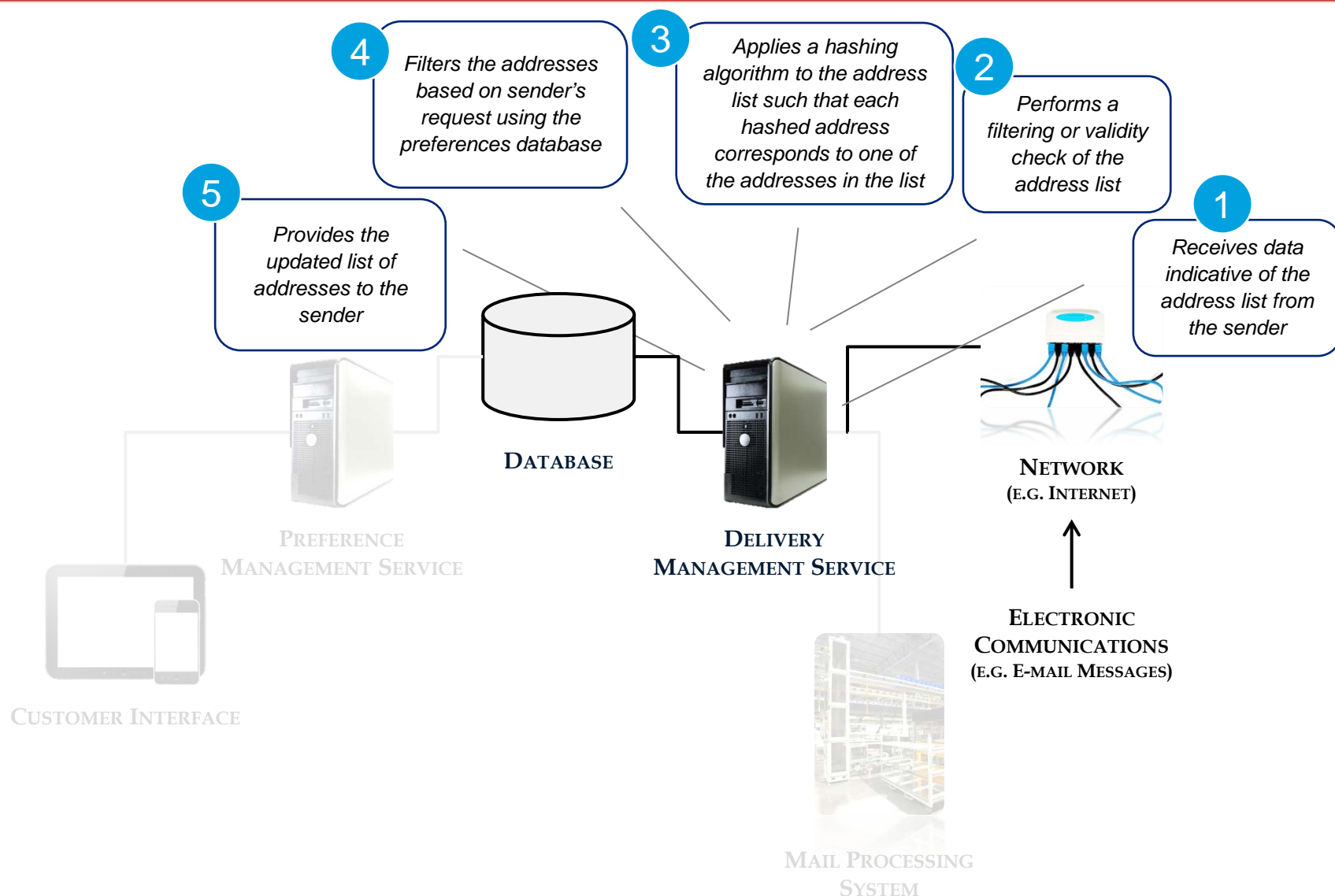
Use Case #3: Delivering Item Based on Virtual Address



Use Case #4: Delivering an Item Addressed with a Hash Value from a Direct Marketer



Use Case #5: Delivering an Item Based on a Sender's Existing Address List



Benefits/Value

Receiver...

- Physical address privacy
- Improved control over delivery of physical and/or electronic mail delivery
- Receivers who are away from home are able to receive important communication electronically

Sender...

- Provides senders access to the preferences database so that they can see consumer preferences (without seeing the actual receiver address)
- Senders can submit a list to a delivery service (e.g. USPS) to confirm address validity and receive an updated address list with invalid addresses identified
- Senders can submit a request to USPS for a list of recipients who are interested in a particular mailing category or type

Implications

- USPS can serve as the intermediary and manage the repository/database that communicates receiver preferences to senders while maintaining receiver privacy
- To establish a profile receivers and senders must establish and validate credentials through a system (**e.g. IDP**)
- There is a verification aspect that USPS can provide that ensures the sender is meeting the receiver's desired preferences
- USPS can charge a fee for the management of the preference management system
- Receivers and senders can leverage the preference management service to “opt” in for additional physical mail security services (**e.g. EPM**)
- If a piece of mail is incorrect (e.g. wrong address), then it is destroyed by the mail processing system instead of being sent back to the sender to protect the privacy/physical address of the recipient
- USPS may receive backlash from its two main customers (senders and MSPs) as a result of decreased physical mail volume

Questions to Address:

- Who is the business owner of Mail My Way?
- Does SDS want to own the Mail My Way system?
- Does SDS want to use the system?

If SDS does want to use the system...

- How does SDS want to use the system?
- How can SDS wrap existing functionality into system?
- How does SDS incorporate Mail My Way into USPS?

Additional Research:

- Current USPS data capture processes outside of Mail My Way
- Other relevant patents
- “Do Not Mail Initiatives” and “Spam Filters”
- Industry competitive analysis (e.g. sumbox, manilla)
- Ecosystem/stakeholder impact analysis

Potential Integration Points

USPS and SDS have an opportunity to own and/or manage several components of the “Mail My Way” system. The diagram below provides an example of some integration points.

